v1

The Secrets to App Success on Google Play

What's in this guide:

We're here to help you find success and grow your app business on Google Play. In this guide, you'll discover features, best practices, and useful tips to help you build a strategy that ensures your app stands out, reaches the audience it deserves, builds your brand, and grows your revenue.

We're constantly looking for ways to improve our products and services so we expect to update this guide periodically to keep it up to date. That means that when you use some features described in this guide, they may have changed. In those cases, follow the instructions in the product or visit the product's help center.

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How to read this guide:

Use the menu icon to jump back to the contents at any time

This is the description, it's the action you'll want to take to achieve a specific result with your app.

Why it works:

An explanation of why taking this action will achieve the result you want

Zombie ipsum reversus ab v al inferno nam rick grimes malum cerebro. De carne lumbering animata corpora quaeritis. S nimus morbo vel maleficia?

Ha apocalypse gorger omero undeat survivor shamb ul mindless mortuus soulless creaturas imo evil stalking monstra oret is. Brains ul edal cerebro.

How to do it:

1. Details on the steps you should follow to achieve the desired result
2. Zombie ipsum reversus ab vira inferno, nam rick grimes malum cer
3. De carne lumbering animata corpora quaeritis
4. Hi mindless mortuis soulless creaturas imo evil stalking monstra

Best practices:

- Best practices you should consider when taking this action
- Il e voodoo sacerdos flesh eater, suscita mortuos comedere carn
- onbi tattered fo so'um oculi eorum defunctis go fum cereb o brai
- Sicut ma us pu d voodoo horro Nich tofth el v ingdead

Bonus tip Another step or best practice you can consider to have additional impact

Get started
Follow this link or scan the QR to get started

Products
A list of the Google products and services you could use

Impact
Reach & Retention
Revenue

Skills
Development & design
Distribution & monetization

See also
A relevant action you might be interested in

Section 1

Publish your app and master the Google Play Developer Console

In this section:

The Google Play Developer Console gives you the power to publish your app to 1 billion active Android users. It's easy to register and publish, but the console's features go far beyond simply making your app available. With the Developer Console you can monitor your app's key statistics and get alerts when there are sudden changes, manage alpha and beta tests, receive automatic Optimization Tips, read and respond to reviews, and much more.

In this section, you'll find out about the key features of the Developer Console, how they benefit your app, and see how to take advantage of them to power your success

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09 Read and reply to user reviews to understand opinions about your app

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11 Improve your app based on Optimization Tips

12 Scale your operations with the Google Play Developer API

01 Why distribute your app on Google Play

Google Play is the premier store for distributing Android apps. When you publish on Google Play, you put your app in front of over 1 billion active Android users, in more than 190 countries and territories around the world. Here are a few reasons why you should prioritize Android and Google Play for your app's distribution:

- Popularity – With over 1 billion active Android users, 84% of the world's smartphones and 66% of the world's tablets run on Android.
- Powerful – 86% of Android devices are running Android 4.0 and higher.
- New form factors – Android Wear and Android TV provide more opportunities to engage and delight users.
- Android smartphone and tablets are forecasted to continue their growth worldwide.
- Between June 2013 and June 2014, Google Play paid out over $5 billion to developers. Year over year, developer payouts grew by more than 250%.
- Between January and June 2014, with 100 million new users, Google Play Games became the fastest growing mobile game network of all-time
- Over 50 billion apps have been downloaded on Google Play
- New payment methods continue to launch in new countries to help monetize apps, including PayPal, gift cards, and carrier billing.

Sources:
IDC, Smartphone OS Market Share Q2 2014
Strategy Analytics Tablet & Touchscreen Strategies (TTS) service April 2014
developer.android.com/about/dashboards
Google Play data

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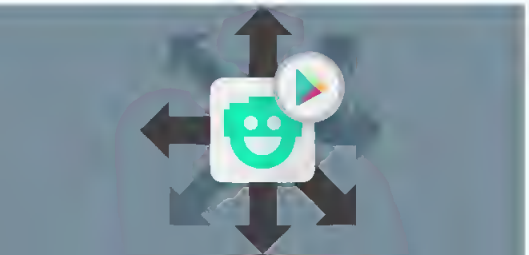
g.co/play/developerconsole



02 How users discover apps on Google Play

These are some of the ways that users discover apps on Google Play.

Home — Featured apps and recommendations.

Featured apps — Apps that meet the Android design guidelines and quality criteria.

Editor's choice — Exceptional apps and games picked by the Google Play editorial team.

Search – Users discover apps by name and keyword searches. Give your app a unique, but relevant, name and choose keywords in your description that help users find your app.

Top charts — The most popular apps and games overall and by category.

Trending — What's hot with other Android users overall and by category, existing apps that raise their quality can trend too.

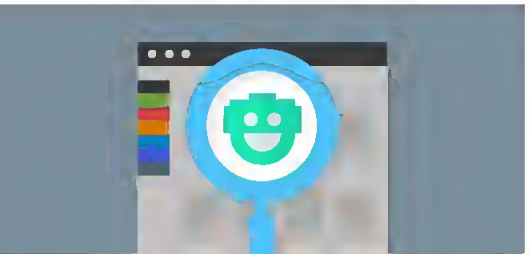
Categories — Over 40 categories to browse for apps.

Collections — Regularly updated collected based on events and other interests.

Recommended for you — Suggested apps based on a user's Play Store activity.

People — Apps that your family, friends, and other users in your circles have shared or rated.

Designed for tablets – Featured apps and games that meet the tablet app quality criteria, picked by Google Play staff.



Go to the Play Store
play.google.com/store

See also
p35 Create a compelling Play Store listing so users download your app

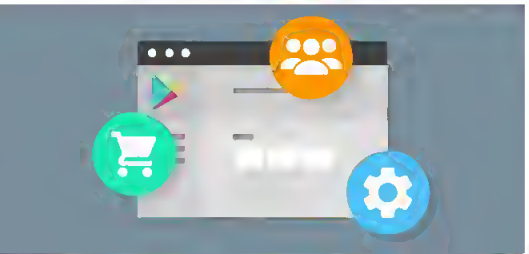
03 Sign-in to the Developer Console to start publishing your app

Use the Google Play Developer Console to manage your app and distribute it to users worldwide.

How to do it:

1. To get started, visit the Developer Console
2. Review and accept the Developer Distribution Agreement, before paying the one-time $25 USD fee—we charge this fee to encourage higher quality products on Google Play Finally enter some details about your publisher identity
3. You're now ready to take advantage of the features of Developer Console and publish free apps
4. You can invite others in your organization to manage the same Google Play Developer Console account. This can be done from the welcome screen, or in the settings.
5. If you want to sell apps or in-app products, there are some additional steps. First check that you live in a country with Merchant Account support. If you do, click on set up a merchant account on the Developer Console welcome screen and then either create a Google Wallet Merchant Account or link your existing account.

Bonus tip: Consider creating a new Google account to manage your app separately from your personal account



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p18 Focus on quality and remember the Google Play Store essentials

04 Test your app with users to get invaluable early feedback

Google Play allows you to release early versions of your app to trusted users, as alpha- and beta-testing versions.

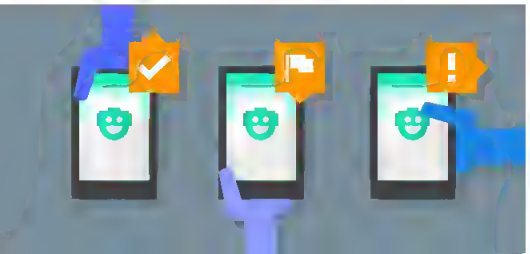
Why it works:

Testing your app with a select group of users will give you a chance to fix any technical or user experience issues before you release it widely, so that you can be confident about releasing the best version of your app to the majority of your users Feedback from your test users won't affect your app's public rating

How to do it:

1. Decide whether you want to run alpha and beta tests, or just beta tests.
2. Create a Google+ community or Google Group for each type of testing you want to perform.
3. Invite the users you want testing your app to a Google+ community or Google Group and share the link to begin testing
4. Select your app in the Developer Console
5. Upload your alpha or beta version of the APK to the relevant tab and publish it on Google Play.
6. Choose the Google+ community or Google Group to publish the app to.
7. Let the communities know that they can update the app to get the latest version (or they'll receive it via automatic updates)
8. Review their feedback, update the app, and iterate until you're ready to release the production version of your app.

Bonus tip: An alpha testing group should be small and for the least stable, experimental version of your app Use beta testing for a larger group to test a stable version of your app that's near release



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p66 Use data to build better apps

05 Release updates progressively to ensure a positive reception

Google Play allows you to release an update to your app to subsets of all your users, then progressively to larger portions of your user base, monitoring crash reports and feedback for any issues.

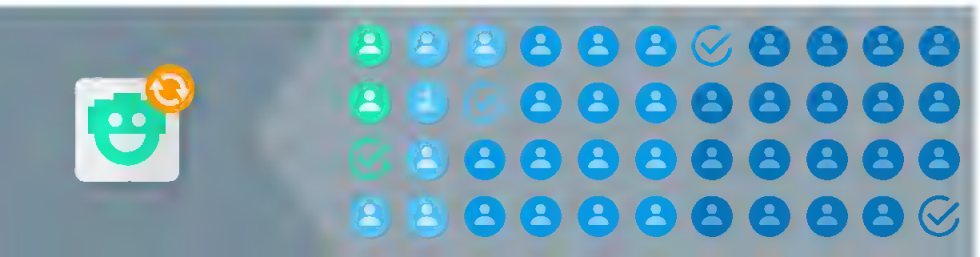
Why it works:

Using staged rollouts ensures the smallest number of users are affected by any issues you may have missed in testing. You can then correct these issues before rolling out to more users, or can even roll back the update if necessary, protecting your app's reputation

How to do it:

1. In the Google Play Developer Console, click on All Applications.
2. Select the app you'd like to release with a staged rollout and click APK
3. In the Production tab, choose the rollout percentage of users you want to receive your app.
4. Save and publish your updated app
5. Monitor crash reports and user feedback
6. If necessary, correct any issues and publish a new version of the app
7. Roll out to more of your users, until everyone has the update.

Bonus tip: Start with a relatively small percentage of users, perhaps 10 to 20%, for the first rollout and give them 12 to 24 hours to use the app. If this goes well try a larger group, perhaps 20 to 40% for 6 to 12 hours. Then try a final step of 60 to 80% for a few hours or go straight to a full release



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p35 – Launch your app simultaneously on Android and maximize your momentum

06 Set pricing and distribution by country to maximize local interest

Google Play allows you to control which countries your app is distributed to, as well as pricing for the app and in-app purchases in each of those countries

Why it works:

When publishing an app in the Developer Console, its distribution will default to all countries and, for paid apps, its price in each country based on your local price. You may be able to maximize your revenues by changing your app's prices to meet user expectations in each country you distribute to. And if there are specific countries in which you don't want to make your app available -- for example, if your app is not relevant in that country or you don't feel that you can provide appropriate support -- you can exclude your app

Best Practices:

- Research country economic information to understand local spending power to inform your app price.
- Optimize your pricing based on what's typical in each country (for example, countries might prefer prices ending with .95, .99, or .00).
- Use auto-conversion in the Developer Console, to get a local price based on your home currency price.

Bonus tip: You aren't allowed to change a published app from free to paid. However, paid apps can be changed to free

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p73 – Understand your users in the countries you're trying to target

07 Choose the right Android platforms on which to distribute your app

Apps published on Google Play will be made available to smartphones and tablets. To maximize your app's discovery, opt-in to distribute your app to additional Android platforms. Google Play will surface qualifying apps to devices—such as Android Wear, TV, and Auto —and in specific stores—such as Google Play for Education

How to do it:

- In your app's Pricing & Distribution page specify whether the app is free or paid and choose the countries it will be distributed to When you publish your app, it will become available on Google Play
- You then have some opt-in choices so that Google Play can surface your app for specific devices:

  Android Wear – approved apps will receive an Android Wear badge on Google Play and be included in Android Wear collections

  Android TV – approved apps will be included on the Play Store for Android TVs After opting-in you can also add TV specific screenshots to your Play Store listing

  Google Play For Education – after an additional review by our third party network of teachers, approved apps will be made available to teachers, students, and education users.
- Your app will remain available on Google Play while it is being reviewed for distribution on Wear, TV, or Google Play for Education. The Pricing & Distribution page will show you your app's review status and notify you of any steps you need to take.

Bonus tip: Your selection applies to the app not to individual APKs

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p23 Create great user experiences for different devices

08 Monitor your app stats and review Alerts for unexpected changes

Google Play shows you useful information about your app; things like installs, sales, crashes, and ratings. Regularly review your app's stats to understand how it's performing. Check your Alerts to spot sudden changes and consider opting-in to receive Alerts by email

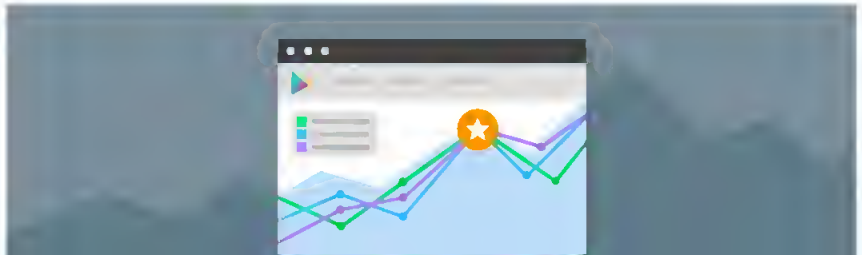
Why it works:

Changes in your app's performance can indicate both good and bad things — the success of an ad campaign or users arriving at an app condition where crashes start to occur. By routinely assessing your app's stats and Alerts you can quickly spot changes, then correct issues before they adversely affect your users' experience or app's rating

How to do it:

1. To view an app's stats open All Applications and select an app you'd like to view. Then choose Statistics to see the stats on your app's performance.
2. To view revenue reports you do the same as you would for stats, but click Finance after selecting your app.
3. To review Alerts, simply click the orange Alerts icon in your Developer Console.
4. To receive Alerts by email, under Settings in your email, click on Settings and then Email preferences. You can then choose the Alerts you want and how they are sent to you.

Bonus tip: You aren't allowed to change published apps from free to paid apps. Paid apps can be changed to free



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See also
p16 - Improve your app based on Optimization Tips

09 Read and reply to user reviews to understand opinions about your app

Google Play allows users to rate your app and leave comments about it. You can reply to comments from within the Developer Console

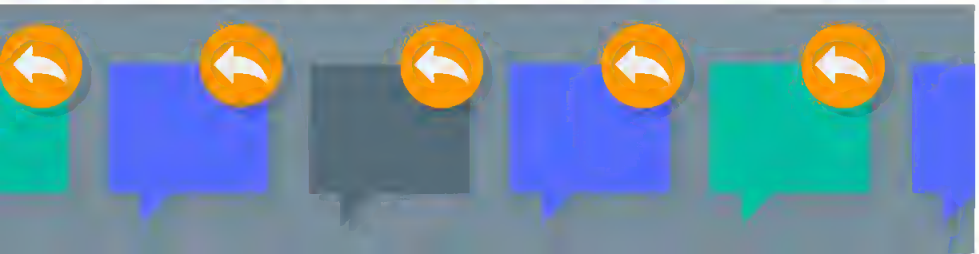
Why it works:

User reviews often contain valuable feedback and suggestions for improving your app, so it's worth reading them regularly. Replying to reviews engages your users and makes them feel valued, helping to build loyalty. When you respond to negative reviews, where possible, indicate how and when you'll address the feedback. Users will be more likely to leave a good rating and share your app following a positive interaction

How to do it:

1. To read your app's reviews, in the Developer Console, click on All Applications and then select the application you'd like to view. Then simply choose Ratings & Reviews.
2. To understand your app's reviews better, you can apply filters to see them by rating, written language, app version, and/or device.
3. To reply to a review, click Reply to this review. The user is sent an email when you reply, including an option to update their review or contact you by email. You can edit your reply later too if, for example, the user updates their review or rating.

Bonus tip: You can export your reviews in bulk to conduct your own sentiment analysis



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p38 → Nurture your community on Google+ and other social networks

10 Use crash reports to help debug and improve your app

If your app crashes or stops responding (known as Application Not Responding or ANR), and the user chooses to send details, Google Play collects relevant information and makes it available to you in Developer Console. By reviewing these crash and ANR reports you can identify issues with your app, then update your app to eliminate them.

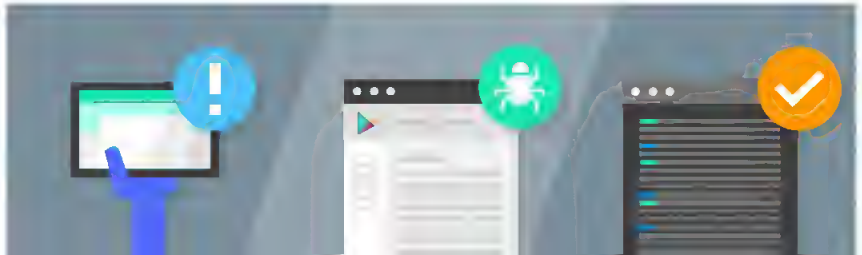
Why it works:

App crashes and ANRs will affect the user perception of your app and could lead to poor reviews and ratings. By correcting any issues quickly, you may be able to reverse negative reviews (particularly if you respond to let users know you have fixed the issue). You'll also provide a better app experience for new users, which should lead to better reviews.

How to do it:

1. In the Developer Console, click on All Applications.
2. Select the application you'd like to view and click Crashes & ANRs.
3. Click on a crash item to see more information and to read any comments the user added.
4. You can use the filters to understand if crashes are specific to versions of your app, versions of the Android operating system, or specific devices.

Bonus tip: You can also monitor the crashes from your app in alpha and beta testing, to quickly isolate issues you need to resolve before launch



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p29 → Test and optimize your app with Appurify

11 Improve your app based on Optimization Tips

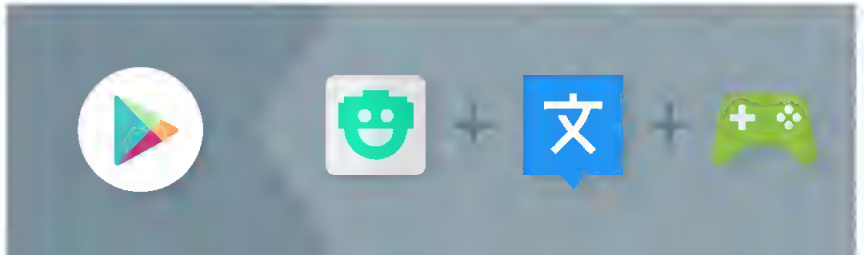
Google Play automatically generates Optimization Tips when it detects changes that can improve your app and its performance Optimization Tips may suggest languages to translate your app into based on where it's popular, recognize the use of certain outdated Google APIs, identify if using Google Play Game Services would be a benefit, or detect when your app is not optimized for tablets, amongst many others.

Why it works:

By following these tips, which include comprehensive instructions, you can improve the user experience, discoverability, quality, or performance of your app.

How to do it:

1. In the Developer Console, click on All Applications.
2. Select the application you'd like to view and click Optimization Tips.
3. Review the tips listed under To Do.
4. Follow the instructions for the tips you want to implement.



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p13 – Monitor your app's stats and review Alerts for unexpected changes

12 Scale your operations with the Google Play Developer API

The Google Play Developer API makes it possible to manage app publishing tasks, in-app products, and subscriptions from your development environment

Why it works:

As your development operation scales, being able to automate key management and app publishing tasks will save you time and ensure that your desired workflow is executed correctly every time. For example, you can setup your development process to push a daily update out to your alpha testers, or add or delete in-app products to keep your offerings fresh

How to do it:

To access the API:

1. In the Developer Console open Settings, click API access, and review and accept the Terms of Service.
2. Set up a new API project or connect an existing API project.
3. Follow the instructions to set up one or more authorized clients: either an OAuth client or service account.

Now you can update your development environment to add the features you need.

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Section 2

Focus on quality and remember the Google Play Store essentials

In this section:

A quality app is your foundation for success on Google Play. It allows you to maximize your marketing, user engagement, and community building efforts while minimizing support To help you achieve quality, whether you're creating your first app or adding to your portfolio, Google Play provides practical guidance on how to ensure your app is the best it can be

In this section discover best practices, guidelines, and tools for quality Google Play apps

Contents:

01 Start with the Android design principles

02 Bring your app to life with material design

03 Create great user experiences for different devices

04 Test against the Core App Quality guidelines

05 Deliver a compelling tablet experience by following the Tablet App Quality guidelines

06 Deliver a big screen experience by following the TV App Quality guidelines

07 Understand how wearable experiences differ and meet the Wear App Quality guidelines

08 Apply the Google Play policies and guidelines to create a trusted app

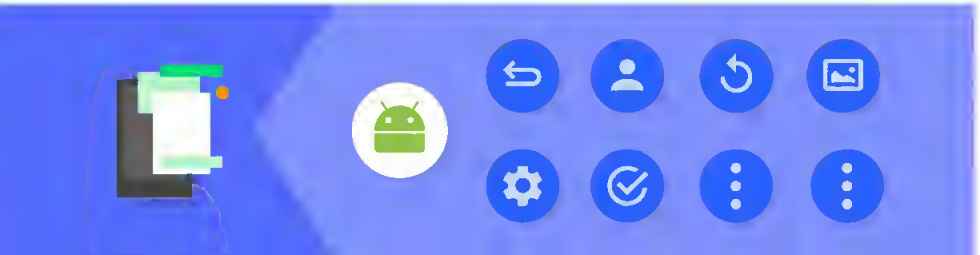
09 Test and optimize your app with Appurify

01 Start with the Android design principles

The Android design principles were created to keep users' best interests in mind.. Apps that work in expected ways are instantly familiar to Android users, gain their trust, and ensure they engage with your app's content, functionality, and features.

Key principles:

- Follow the overall Android navigation: navigate a hierarchy with Up and a history with Back, use deep links from homescreen widgets and notifications.
- Place your app's main navigation options in a navigation drawer. If you've three or fewer main sections in the app, show tabs just below the action bar instead or use another pattern.
- Use the Action bar to give users access to app views and important actions, and use tabs or a spinner within the action bar for navigating within the current screen.
- Make your app pure Android; use Android UI elements and icons, don't use a bottom tabs bar, don't hardcode links to other apps, don't use labeled back buttons, and don't use right-pointing carets on line items.



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p21 – Bring your app to life with material design

02 Bring your app to life with material design

Incorporate the principles of material design to offer apps with visuals that both surprise and enlighten your users in equal measure.

Why it works:

Material design has been created to offer the highest level of modern visual appeal in assets across platforms and devices, including Android. As users become familiar with this visual language they will come to expect it. By following this design you can create apps that offer instant appeal while enhancing usability and improving your user engagement and retention.

Surfaces & shadows:

- Apps are not flat, nor skeuomorphic, but "tactile." UIs consist of pieces of "paper" at varying elevations.
- Use shadows to subtly indicate surfaces, but don't use them on foreground elements such as icons (which are "inked" on).
- Surfaces should have single-color backgrounds.

A print-like aesthetic:

- The "ink" drawn on the "paper" should follow the principles of good print design (hierarchy, space, typography, etc.).
- Promote the key action on a screen by using a circular floating action button.
- Use a standard Android action bar with color and typography for branding (not an app icon or account name).
- If the app has a navigation drawer, the top left icon in the action bar should be a hamburger icon.
- If there are tabs, they should be visually part of the action bar and shouldn't have separators between them.
- Have a primary and accent color to call attention to specific elements, such as circular floating action buttons. The accent color should be bright and contrast very well with the primary color.
- Icons in the app follow the system icon guidelines, and standard icons use the material icon set.
- Other than avatars, images should run edge-to-edge and can even appear behind the action bar or status bar.
- Follow the 3 keylines specified in the layout principles to align text and other elements.

Continued on next page

02 Material design, continued...

Meaningful and delightful motion:

- Movement should help communicate what's happening in the UI or add delight to smaller-scale transitions, don't use movement just because you can.
- Animations and transitions are fast, generally less than 300ms
- Use ripple effects to indicate touch and use a "hero" transition to take a preview, like a photo, to it's detail screen
- Use animations transition between icon states or text states: a "+" sign spins into an "x" symbol.
- For slide transitions, there's a preference for quick acceleration and gentle ease-in deceleration over simple linear moves

Adaptive design:

- All of the design elements should work together to bring a consistent experience across any screen – be it phone, tablet, desktop, TV, watch, or car.
- Uses responsive design to ensure screens lay themselves out appropriately on any screen size, in any orientation

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03 Create great user experiences for different devices

Don't create a mobile app and then force its implementation on each Android platform; take time to understand how users will live with the platform and adapt the app to each devices' use case.

Why it works:

Users interact with each Android platform in different ways and contexts. A great app designed for smartphones doesn't always give a great experience on Android Wear if it doesn't account for how people use it. Tailoring your app for each platform can give your users a richer, more engaged experience on their device

Android platforms:

- Android smartphones and tablets are many users' primary devices. Smartphones are for personal interactions on the go; tablets are generally used for consumption. On tablets, consider using the extra screen size to add additional functionality, imagery, and more context.
- Android Wear helps provide useful information when it isn't convenient to pull out a smartphone or tablet, or at times when the user is active. For Android Wear, content should be brief with simple interactions or voice controls.
- Android TV is a leanback and often shared experience with the benefit of a big screen, emphasis should be on the content, get to it quickly with convenient browsing and search.
- Android Auto is built with safety behind the wheel in mind. Android Auto uses a standard interface to start enabled apps and services that drivers can interact with using the vehicle's controls, display, and voice.

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See also
p12 Choose the right Android platforms for distributing your app

04 Test against the Core App Quality guidelines

Use the Core App Quality guidelines to check that your app provides a good user experience and, if it doesn't, use the guidelines to update your app

Why it works:

Users expect certain features and behavior from all the apps they download from Google Play The Core App Quality Guidelines make it easy for you to check that your app meets these basic user expectations And because the guidelines include basic test procedures, you can focus on devising and running tests for your app's unique features

Key guidelines:

- Follow the Android design principles and conform to normal Android app navigation patterns
- Request only those permissions your app needs
- Preserve your app's state correctly when it goes into the background.
- Stop any music played by your app when the app goes into the background or the lock screen activates (unless these are clearly features of the app).
- Provide progress indicators for slow processes
- Ensure your app doesn't freeze, crash, or otherwise behave unexpectedly.
- Use high quality images within your UI, make sure they don't pixelate
- Make sure text is always readable
- Follow the Google Play policies and give your app a suitable maturity rating

Policy guidelines & practices
goo gl/BPJ0Vf

Products
N/A

Impact

Skills

See also
p25 – Deliver a compelling tablet experience by following the Tablet App Quality guidelines

05 Deliver a compelling tablet experience by following the Tablet App Quality guidelines

Use the Tablet App Quality guidelines to check that your tablet app is making the most of the bigger screen and the way tablets are used. If it doesn't, use the guidelines to update your app.

Why it works:

Tablets offer additional screen size and more engaged use compared to smartphones. If your app's user interface and features are designed with these in mind, you'll improve user engagement with your app. The Tablet App Quality guidelines bring together the things you need to consider when optimizing for tablets, in one convenient list.

Key guidelines:

- Apply the Core App Quality guidelines first, they still hold good for tablets.
- Consider creating a multi-pane UI; for example, display a list in one pane and selected item details in another.
- Provide icons and other bitmaps in the right resolution for the user's screen.
- Ensure that fonts are adjusted and that all text is legible.
- Adjust touch targets to ensure that they can be activated easily.
- Resize homescreen widgets
- Add additional or extended features, as users will be more engaged with their tablet.
- Include screenshots of your tablet app in Play Store

Bonus tip: When creating icons and similar graphics consider using a vector graphics format, then output to the required resolution

Get started
goo.gl/Bd7JRB

Products
N/A

Impact

Skills

See also
p24 Test against the Core App Quality guidelines

06 Deliver a big screen experience by following the TV App Quality guidelines

To distribute your app on the Google Play Store for Android TVs, it must follow the TV App Quality guidelines. If your app does not meet the TV device requirements, distribution to other device types, such as phones, tablets and other devices, is not affected.

Why it works:

User expectations for apps on their TV are different to those for a smartphone or tablet. Users sit at a distance from their TV and interact with apps through simple remote controls, game controllers, or voice actions. By applying the TV App Quality guidelines, your app will provide users with a baseline experience that is well suited to a TV, and qualify it to be distributed as an Android TV app on Google Play.

Key guidelines:

- The app should display with an icon in the Android TV Launcher, in the Games row if its a game.
- The app should always display in a landscape orientation, filling the entire screen. Text should be correctly sized and, along with all app features, display wholly on screen.
- Navigation should be possible using 5-way D-pad controls or a gamepad controller using standard Android game controller keys. No reliance should be made on a controller having a menu button.
- The app's manifest should set the necessary intent types and hardware features.
- It should be possible to interact with ads using D-pad controls, including the ability to immediately dismiss full-screen, non-video ads. All ads should link correctly.
- Web Content should be displayed within the app, not using a web browser app.
- When playing media outside the app, a Now Playing card must be provided so the user can return to the app and at least pause playback.

Get started
goo.gl/G1mBXG

Products
Android TV

Impact

Skills

See also
p12 Choose the right Android platforms for distributing your app

07 Understand how wearable experiences differ and meet the Wear App Quality guidelines

To ensure your app is identified as an Android Wear app on Google Play, it should follow the Wear App Quality guidelines. If your app doesn't meet the Wear requirements, distribution to other device types, such as phones, tablets and other devices, is not affected. The guidelines cover smartphone and tablet apps, which offer wearable-specific functionality through notifications, and apps that run directly on a Wear device.

Why it works:

Android Wear apps are unlike those for smartphones or tablets. Users interact with their Wear devices in a unique way. Great Android Wear apps offer users just the right information at just the right time. Apps should launch automatically, be glanceable, and require zero or low user interaction. By applying the Wear App Quality guidelines, your app will provide users with a great experience and qualify to be identified as an Android Wear app on Google Play.

Key guidelines:

- Notifications with wearable-specific functionality should use the correct extender interface.
- Notifications allow replies using voice input or quick responses.
- Similar notifications are stacked.
- Notifications display the app icon and actions correctly, and use appropriate photo backgrounds.
- Wearable apps that run directly on a device should be packaged inside a primary handheld app.
- Full-screen activities use a long press for the sole purpose of prompting to quit.
- App user interfaces should work on both square and round displays and use a minimum text size of 16sp.
- App launcher string is the app name, not a command phrase.
- Apps display confirmation animations when appropriate.
- Includes at least one Wear screenshot in the app's Play Store listing.

Get started
goo.gl/q3VS0A

Products
Android Wear

Impact

Skills

See also
p12 Choose the right Android platforms for distributing your app

08 Apply the Google Play policies and guidelines to create a trusted app

Ensure that you're familiar with the Google Play policies and guidelines, and apply them to your apps.

Why it works:

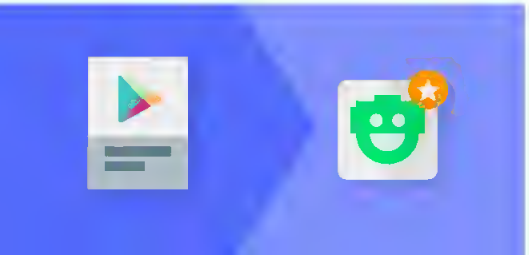
User trust is key to the success of Google Play the apps users download must not behave in unexpected ways, contain offensive material, or behave 'badly' in any way By following the Google Play app policies and guidelines, you'll create apps that users trust and contribute to the overall faith users have in Google Play

Do:

- Respect other's intellectual property and don't encourage your users to infringe upon others' rights.
- Ensure ads comply with the content guidelines and match your app's maturity rating
- Obtain your user's agreement to any changes to device settings.
- Keep a user's private information private.
- Accurately label your app using our ratings system: Everyone, Low maturity, Medium maturity, and High maturity

Don't:

- Don't spam users with unwanted, deceptive, or unrelated content.
- Don't suggest your app is authorized when it isn't.
- Don't masquerade as another app or service.
- Don't attempt to impersonate the System UI
- Don't include pornographic or sexually explicit content or anything intended to be sexually gratifying.
- Don't include spyware, malicious scripts, or password phishing scams.



Get started
goo gl/rhs6ng

Products*
N/A

Impact

Skills

09 Test and optimize your app with Appurify

Appurify lets you continuously run your automated tests and optimize your mobile app on real physical devices and under real user conditions. Even if you don't have automated tests, Appurify will run it's app crawler that identifies critical issues pre-launch.

Why it works:

Manual testing rarely offers the coverage needed to provide comprehensive test results — in terms of app functionality, device coverage, network characteristics and form factors Creating automated tests helps improve the feature coverage, but you'll still be limited by the devices and network coverage you have Appurify lets you run automated tests over a wide variety of devices and networks, to ensure you get excellent coverage, and to provide you with in-depth data on your apps performance and power Appurify also helps you catch your app crashes and provides you with actionable crash reports

Key features:

Automation — Run your automated functional and performance tests out of the box on real devices, using any existing Android test framework (including UIAutomator, Robotium, Espresso, and Selenium).

Visibility — Obtain a complete view of how your app performs on real devices, form factors, networks, locations, low memory conditions, and more. Plus get crash reports

Data — Quickly get data to pinpoint issues, and provide intelligence back to development.

Scale — Get comprehensive device coverage from day 1, and scale to support new devices with ease.

No lock-in — Integrate Appurify into your continuous build system and automation tools
No changes to your development process.

Real conditions — Identify real world errors (network, memory, location, orientation) you won't find any other way

Global – Appurify's device infrastructure covers all Android OEMs and 120+ carriers around the world

Get started
appurify com/amp

Products
Appurify

Impact

Skills

See also
p66 Use data to build better apps

Section 3

Improve your app's discoverability and find more users

In this section:

You've built a great app, tested and debugged it, and refined the user experience. Now you're ready to watch the installs rack up. App installations and purchases rarely just increase on their own and you can't always rely on word of mouth. Google Play, other Google products, and many third party products and services can help maximize your app's discoverability and installations.

In this section, you'll learn about tools and best practices to maximize the benefit from your marketing effort and gain users worldwide.

Contents:

01 Create a compelling Play store listing so users download your app

02 Use the Google Play badge and the right links to help users find your app

03 Design for tablets to reach more users

04 Launch your app simultaneously on Android and maximize your momentum

05 Promote your app on Google Search, YouTube, and in other apps to increase downloads

06 Request a professional translation of your app to reach more countries

07 Nurture your community on Google+ and other social networks

08 Offer automatic, over-the-air installs to users who use Google sign-in on your website

09 Offer your learning-based apps on Google Play for Education to educators and students

10 Consider holding a sale to boost your downloads

11 Cross-promote your other apps for free with AdMob house ads

01 Create a compelling Play Store listing so users download your app

Make your app's Google Play listing compelling with a unique app icon, attention grabbing images, a video of your app in action, a short and to the point description, and a well-written full description that carefully uses words users are likely to search for.

Why it works:

When users search or browse Google Play, your app's icon is a significant way to make your app stand out, so ensure it's relevant and compelling. If a user opens your app's listing they will take only a few seconds to look for content that matches their requirements, so if the listing doesn't immediately grab their attention they're likely to move onto another app. Users like using videos to assess apps — app listings with videos are more likely to result in installation than those without.

Bonus tip: If your screenshots or videos include text, be sure to upload versions for all the languages supported by your app.

Best practices:

- Create a relevant yet unique, differentiated icon, work with a professional graphic designer if possible or use the Android Asset Studio tools.
- Make sure screenshots show off the best and most important features of your app.
- Include screenshots that cover all the screensizes your app will run on, and portrait and landscape mode shots too.
- Make sure your Featured Image sums up what is special about your app.
- Keep your app's description short and to the point; make sure the first sentence sums up your app. Cover key and unique features. Grab the user's attention, and keep it.
- Include a variety of words in your app description that represent the core features of your app, so that when searching users can find your app.
- Create a video of your app in action, either using screen capture software or by filming a real device running the app.

Get started
goo.gl/U8IJdR

Products:
Developer Console

Impact

Skills

See also
p36 - Promote your app on Google Search, YouTube, and in other apps to increase downloads

02 Use the Google Play badge and the right links to help users find your app

Create an official "Get it on Google Play" graphic, known as a Google Play badge, for your app. Use it in your ads, on your websites, in blog posts, or anywhere your app is mentioned online to link to your app on Google Play

Why it works:

A Google Play badge quickly alerts users to the availability of your app for their Android smartphone or tablet, whenever it's mentioned online or offline. When used online, the badge will take the users directly to your app's Google Play Store listing. This eliminates the need for users to visit the store and search for your app, increasing the likelihood of installation

Best practices:

- Visit the Google Play Badge Generator to generate your badge.
- Generate a badge for each language in which your app is available.
- Use the embed code to add your badge to your website, ads, blog, or anywhere you mention your app online.
- Review the different Play Store URL formats and link your users to the right place.

Bonus tip: Review the Android and Google Play brand guidelines to make sure you're using the badge correctly

Get started
goo.gl/Rywc63

Products:
Google Play Badge Generator

Impact

Skills

See also
p68 – Get the most of your marketing spend

03 Design for tablets to reach more users

Ensure that your app is built to run effectively on Android tablets and, where appropriate, offers a seamless experience across smartphones and tablets.

Why it works:

Tablets are a growing part of the Android install base and offer new opportunities for user engagement and monetization. Where users have both Android smartphones and tablets, they'll expect to engage with your app on both. Offer a seamless experience across devices, enabling users to pick up on their tablet where they left off on their smartphone and vice versa, to maximize user engagement. Where users have only a tablet, they expect an experience that is optimized for their device.

Best practices:

- Review the Tablet App Quality guidelines to understand best practices for taking your app to tablets
- Check the Optimization Tips for your app to see what steps are suggested for your app's tablet design.
- Plan to release smartphone and tablet versions of your app and its updates simultaneously.
- Add screenshots of your tablet app's UI to your Play Store listing.
- Use Google Cloud Messaging to synchronize content and status between versions of your app

Get started
goo.gl/HgSo8v

Products:
Developer Console
Google Cloud Messaging

Impact

Skills

See also:
p25 - Deliver a compelling tablet experience by following the Tablet App Quality guidelines

04 Launch your app simultaneously on Android and maximize your momentum

Create a unified marketing campaign and launch your new or updated app simultaneously across all supported platforms and devices

Why it works:

With over 1 billion active users, Android is already the "first release" platform of choice for many developers. When you create buzz for your app on any platform, news spreads to users on other platforms and devices. By releasing your app on Android when your momentum is at its peak, you can take advantage of your marketing campaign and be sure your app is available when users search for it.

Best practices:

- Offer your app across all Android form factors in a single release.
- Plan your app updates to cover as many versions as possible at once (smaller, regular updates are better than large, infrequent releases).
- Create a unified marketing plan that reaches users on all platforms.
- If you can't launch your app on all platforms at once, provide a clear roadmap for any "missing" platforms. Consider asking for users' contact details to let them know when your app is ready for their platform.

Get started
goo.gl/GTcO27

Products
N/A

Impact

Skills

See also
p06 – Why distribute your app on Google Play

05 Promote your app on Google Search, YouTube, and in other apps to increase downloads

Create a "mobile app installs" campaign in AdWords to drive more installs of your app on phones and tablets.

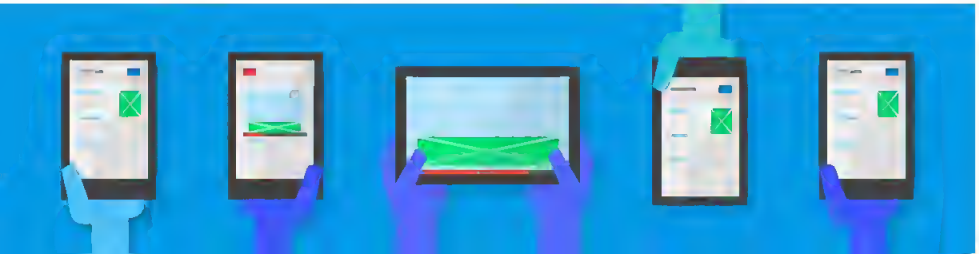
Why it works:

Promote your app to users who are interested where they actually spend their time on their phones and tablets – with app install ads on Google Search, YouTube, Gmail, and within apps and across the web with the Google Display Network. AdWords sets up default targeting to find your most likely customers and focuses on showing ads to people who don't have your app yet

Key features:

- On the Search Network, you can show app install ads to people while they're looking for an app like yours, or trying to do something that your app makes easier. Search Network campaigns are a great way to connect with people who are actively looking to download an app like yours.
- On the Display Network, you can reach people while they're using other apps that are similar to yours with app install ads. These campaigns often get large volumes of impressions, which can increase awareness of your app and attract new app users who may not be actively searching for you.
- On YouTube, you can show video ads to reach people who are interested in content related to your app. YouTube campaigns can help boost awareness of your app with engaging content that grabs your customers' attention at just the right moment.

Bonus tip: You can target users who have installed your app with mobile app engagement campaigns in AdWords to increase engagement and their active use of your app



Get started
goo.gl/GkCzc5

Products:
AdWords

Impact

Skills

See also
p68 – Get the most of your marketing spend

06 Request a professional translation of your app to reach more countries

Use the Google Play App Translation Service to get accurate, cost effective translations of your app.

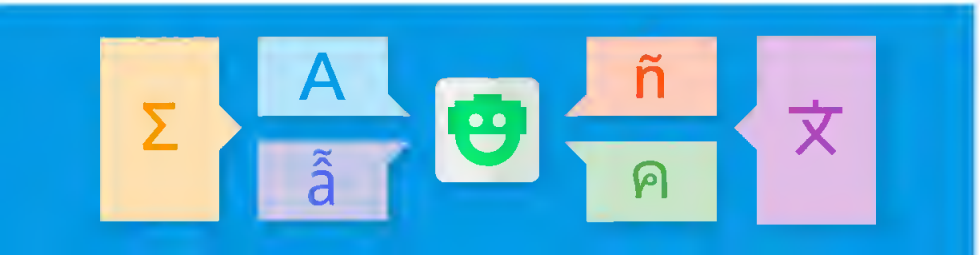
Why it works:

Users respond best to apps in their own language. However, not all translators are familiar with the particular requirements of translating the text in an app. The translators included in the App Translation Service have been selected for their expertise in app translation. They can be relied upon to ensure your app's UI text will be appropriate for the languages you want to target.

How to do it:

1. Check your app's Optimization Tips in Developer Console to see if there are recommended translation languages. If not, check your app stats to find out where your app is popular but not translated.
2. Choose the languages you want to launch in.
3. Ensure your UI text is defined as strings in a resources file.
4. Go to your app's APK section in Developer Console.
5. Upload your app's file of string resources.
6. Select the languages you want to translate into, select a professional translation vendor, and place your order.

Bonus tip: Get your Play Store listing translated too by including its text in the strings file you send to the translator.



Get started
goo.gl/4sW5UX

Products
Developer Console

Impact

Skills

See also
p71 Go global by being local

07 Nurture your community on Google+ and other social networks

Create an online social presence for your app or company. Listen to those who join your community and respond to their feedback. Encourage users to interact with you and one another.

Why it works:

It's no accident that successful apps have vibrant, enthusiastic user communities. Your users are possibly your best advertising, as they interact with friends and pass on recommendations. They're often also the best source of ideas for improving your app.

How to do it:

- Read and respond to app reviews in the Developer Console and emails that you receive from users.
- Give your fans the opportunity to alpha and beta test your app.
- Create accounts for your app on social networks, like a Google+ page and a Google+ community, so your users can connect with each other.
- Create a newsletter to engage with community members who don't regularly interact online. You can use Google Groups to manage your mailing list.
- Create a YouTube channel and regularly upload videos.
- Run competitions or provide offers for your community.
- Use Google Forms to create surveys and solicit feedback on ideas or specific issues.

Best practices:

- Be authentic and natural. Not trying to 'market' or 'sell' might be your best marketing strategy.
- Be passionate. If you can't get enthusiastic about your app, no one will!
- Be honest. Admitting to issues and doing something about them will build trust in your community and strengthen your brand over time.
- Don't just 'tell'. Use photos and videos to show your app helping real people or letting them have fun.
- Post regularly, so your followers stay engaged and don't be afraid to ask users to +1 or share when appropriate.

Get started
goo.gl/eQNPxq

Products
Developer Console
Google+
YouTube
Google Groups
Google Forms

Impact

Skills

See also
p52 – Take advantage of Google+ Platform features to enhance and personalize your app

08 Offer automatic, over-the-air installs to users who use Google sign-in on your website

Implement Google sign-in on your website and link your website to your app in the Google Developers Console, in order to offer one click over-the-air installs when users sign in.

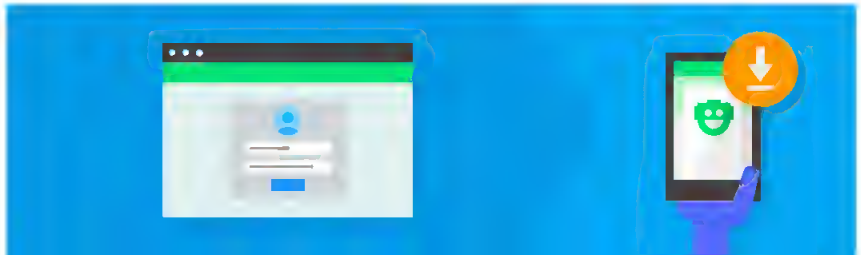
Why it works:

Users who sign-in on your website have already shown they're interested in your products or services and so they're more likely to be interested in using your app than the average visitor. Offering them a one-click install at the point of sign-in simplifies the installation process and means they don't have to find out about the app on their own. Some developers have seen app installation acceptance rates of 40%

How to do it:

1. Implement Google sign-in for your website or web service.
2. In the Google Developers Console, register your website and app clients.
3. Add the app installation prompt to your website sign-in.
4. Use Platform Insights in the Google Developers Console to track impressions of the install prompt, installs, and success rate by day, week, and month.

Bonus tip: Adding Google sign-in to your app can increase conversions by reducing the burden and friction of sign-in, while helping users keep their accounts secure



Get started
goo.gl/S7a3Tz

Products:
Google Sign In
Over The-Air Installs
Google Developers Console
Platform Insights

Impact

Skills

See also
p52 Take advantage of Google+ Platform features to enhance and personalize your app

09 Offer your learning-based apps on Google Play for Education to educators and students

If your app offers learning features, then sign up and submit it for inclusion on Google Play for Education.

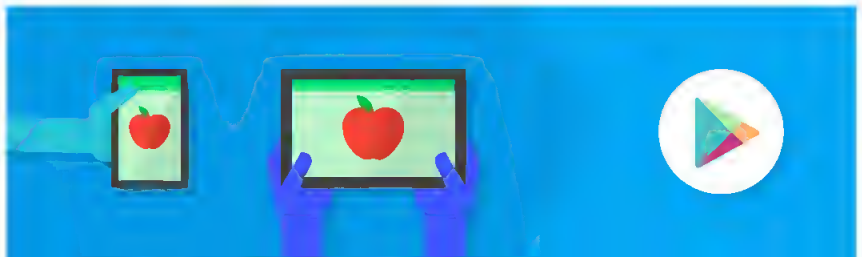
Why it works:

Google Play for Education provides educators, teachers, and administrators a vetted selection of apps suitable for use in K-12 classrooms or as part of a student's learning experience. Approved apps can be searched for by curriculum, grade, and standard. Once selected, apps can be pushed instantly to student devices over the air, across classrooms, schools, or even districts. This means that educators are more likely to find and consume your app, compared to listing it on Google Play only.

How to do it:

1. Review the Google for Education Guidelines, to ensure that your app meets the requirements.
2. In the Developer Console, review and agree to the Google Play for Education Addendum.
3. On the Pricing & Distribution tab for your app, opt-in to Google Play for Education
4. Track your app's review and approval.

Bonus tip: You can also submit your Chrome apps for inclusion in the Google Play for Education store



Get started
goo.gl/WjC9Tj

Products:
Google Play For Education
Developer Console

Impact

Skills

See also:
p23 – Create great user experiences for different devices

10 Consider holding a sale to boost your downloads

Update your app's details to offer a reduced price for a limited time and announce that you're holding a sale.

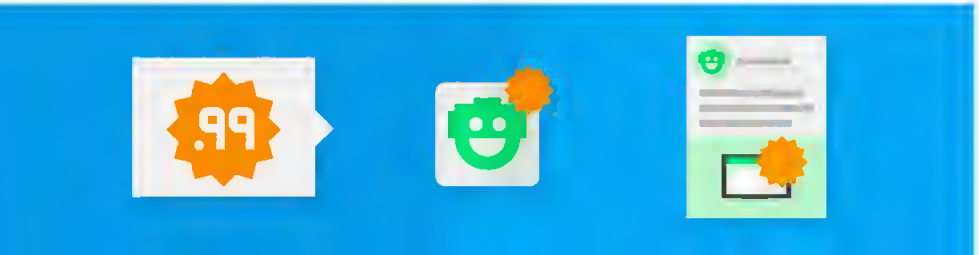
Why it works:

Deals or special offers can drive action, offering your app for a reduced price will encourage downloads from undecided users

Best practices:

- To offer a sale price, in the Developer Console, select the app, and under Pricing & Distribution reduce the price.
- Update your app's description on Google Play to announce the sale
- Consider updating your icon to show that there's a special offer
- Use your website, social media, and other communication channels to promote the offer.
- Think about running a targeted app install campaign with Google AdWords for the duration of the sale.
- Encourage users who take advantage of the special offer to share it, to earn additional free promotion for your app

Bonus tip: When putting your app on sale, use 'auto convert prices now' to overwrite any country specific pricing you might have set



Get started
goo.gl/8y81Nf

Products
Developer Console

Impact

Skills

See also
p38 – Nurture your community on Google+ and other social networks

11 Cross-promote your other apps for free with AdMob house ads

If your app shows ads, you can include your own house ads in the ad inventory to promote your other apps for free.

Why it works:

Users who have already downloaded one or more of your apps know your products. This makes them a receptive audience for your other apps

How to do it:

1. Sign in to AdMob and create a new house ad campaign
2. Add one or more ads to the campaign, adding text and images to create your ads.
3. Select your targeting criteria (e.g. demographic, language etc.).
4. Say how long you want to run the campaign for and how to prioritize the display of these ads (by impression goal or CPM).
5. Start gaining downloads for your new app from your existing users.

Bonus tip: You can use the impression goals feature of AdMob house ads to set limits on the number of ads served. This is useful if you want to run ad campaigns from other developers in your app

Get started
goo.gl/OKXQjK

Products:
AdMob

Impact

Skills

See also
p36 - Promote your app on Google Search, YouTube, and in other apps to increase downloads

Section 4

Engage and retain users

In this section:

Making your app engaging, so that users who have installed it actually use it, is crucial to your app's success. There are a number of Android and Google features you can take advantage of that help make your app a more useful and embedded part of the user's Android experience

Check out this section to learn how to make your app as engaging as possible, in order to ensure your active users are a high proportion of your install base

Contents:

01 Use Android intents so your app shows up when it can help the user

02 Extend your app's visibility and usefulness with rich system notifications

03 Drive app engagement through Google Search with App Indexing

04 Re-engage users who have your app installed with targeted AdWords campaigns

05 Use Google Play Game services to create a more engaging and social game experience

06 Increase your app's usefulness by extending it to Android Wear devices

07 Increase time spent with your app by adding Google Cast support and designing for Android TV

08 Take advantage of Google+ Platform features to enhance and personalize your app

09 Consider how unbundling or bundling your app's features could affect engagement

01 Use Android intents so your app shows up when it can help the user

If your app offers the ability to process information of a certain type or the content of a file, add an intent filter so other apps can use your functionality.

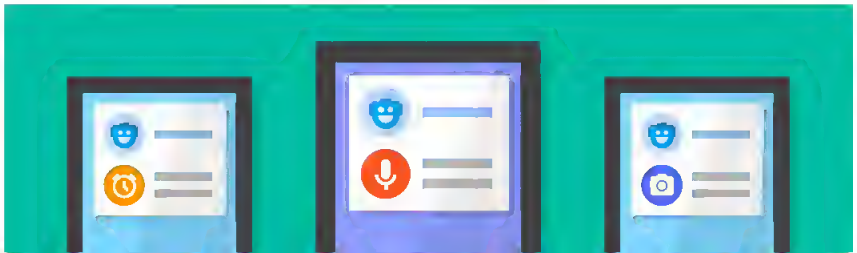
Why it works:

Android enables apps to use actions offered by other applications to complete specific tasks. If, for example, your app can share text or images, you can handle that functionality for any app that has a share button. By using intents to identify which actions your app can handle, you can surface your app at the right times in many places throughout the user's Android experience, even when the user isn't thinking of your app.

Best practices:

- Identify and package any features your app can offer to other apps
- Use the "view" intent to give users the option to open any links to your website within your app instead
- Familiarize yourself with actions commonly accomplished via intents, such as sharing, so that you can focus on your app's core functionality and outsource common actions

Bonus tip: Get your app in Google's index with App Indexing, so that search results for your website send the user directly to your app's content.



Get started
goo.gl/Y9mZs6

Products
Android Intents
App Indexing

Impact

Skills

See also
p47 – Drive app engagement through Google Search with App Indexing

02 Extend your app's visibility and usefulness with rich system notifications

Push timely, relevant, and actionable notifications to the user's device that deliver app functionality.

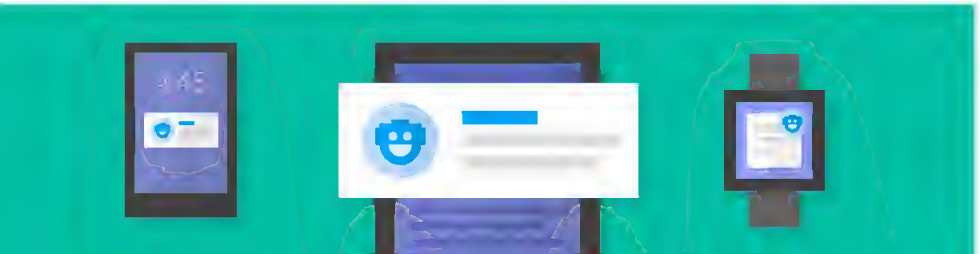
Why it works:

Think of Android notifications as an extension of your app's user interface. They make your app more useful, even when the user is not actively using or seeking information from it. Allowing users to control certain aspects of your app directly from the notification drawer, without opening it, simplifies tasks and saves them time. Considered use of notifications can greatly enhance engagement with your app.

Best practices:

- Use notifications for time sensitive events, but always allow the user to choose what is notified.
- Make notifications personal, for example, in a message notification include the sender's image.
- Take users to where they can consume or act upon the item notified, when they tap the body of a notification.
- Give important notifications a high priority so they stand out, but don't overdo it.
- Stack notifications where you have several of the same type.
- Use distinct icons so users can quickly identify notifications from your app.
- Make use of the notification LED for higher priority notifications, where the device has one.

Bonus tip: You can use Google Cloud Messaging to keep notifications pushed from your server in sync across all of a user's devices with your app, so that the user only has to read and dismiss the notification once.



Get started
goo.gl/wvncbc

Products:
Android Notifications
Google Cloud Messaging

Impact

Skills

See also
p50 – Increase your app's usefulness by extending it to Android Wear devices

03 Drive app engagement through Google Search with App Indexing

Get deep-links to your app's content into Google's index, so that users can find it when they search.

Why it works:

When users turn to the Google app to find information that your app provides, you can let Google return deep-links to your app's content This helps users re-engage with your app, even when they didn't think to open it first.

How to do it:

1. In your app, add deep-linking support and define how to reach specific content
2. In the Developer Console, verify your website domain
3. For each web page that has a corresponding deep-link, define the deep-links either on each page of your website or in your sitemap.
4. In Google Webmaster Tools, validate the links.

Bonus tip: Use the App Indexing API to help users discover relevant content in your app before they complete a query with auto-completions, regardless of whether the deep-link has an associated web page or not

Get started
goo gl/KFJe73

Products
App Indexing
Developer Console
Google Webmaster Tools

Impact

Skills

See also
p48 – Re engage users who have your app installed with targeted AdWords campaigns

04 Re-engage users who have your app installed with targeted AdWords campaigns

Create a "mobile app engagement" campaign in AdWords to target users who have your app installed when they're on the Google app and in other apps with AdMob.

Why it works:

With mobile app engagement campaigns you target ads at users who have your app, encouraging them to use your app more regularly, thus increasing your active user base Users don't always remember to use the apps they have installed, so your campaign can remind them of key features and encourage them to try your app again, or help them complete an activity they didn't know your app could handle

Best practices:

1. If you want to drive users to specific parts of your app, add deep-linking support to your app.
2. If you're running an AdMob campaign and you don't want to show the ad to all users of your app—create a remarketing list
3. Create your mobile app engagement campaign in AdWords
4. If applicable, add you app deep-links to your campaign
5. Start your campaign.
6. Monitor your campaign and refine it as necessary to reach your desired audience.

Bonus tip: Add the AdWords Conversion Tracking SDK to your app if you want to track conversion events in your app that are driven by your campaign

Get started
goo gl/4TwpXC

Products
AdWords
AdMob

Impact

Skills

See also
p67 → Understand the value of your users

05 Use Google Play Game services to create a more engaging and social game experience

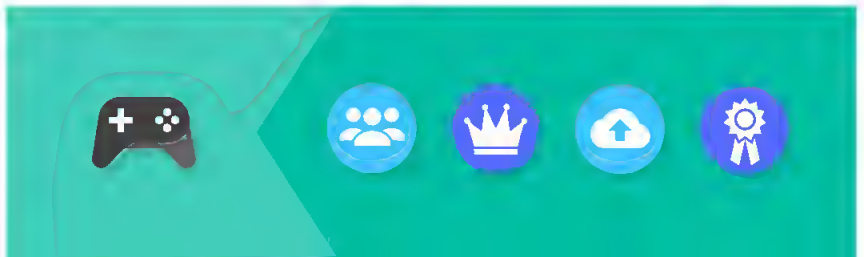
Add features such as achievements, save to cloud, leaderboards, and more to your games with Google Play Game services.

Why it works:

Users will respond to a game better when they have real players to compete with or compare themselves to. Google Play Game services allows players to challenge themselves and be challenged, measure themselves against others, and receive rewards. Users who take advantage of Google Play Game services features are more likely to engage and make purchases from your game

Best practices:

- Add leaderboards, so users can compare their performance with players worldwide.
- Save data to the cloud and enable players to move seamlessly between different devices
- Use achievements to challenge players to explore your games.
- Create quests to issue time-bound challenges, without needing to update your game.
- Add multiplayer functionality to your real-time or turn-by-turn games to introduce an extra challenge.
- Let players send and request in-game gifts with Game Gifts
- Add seamless interaction between your Android, iOS, C++, and web games.



Get started
goo.gl/BRbwgg

Products
Google Play Game Services

Impact

Skills

See also
p51 – Increase time spent with your app by adding Google Cast support and designing for Android TV

06 Increase your app's usefulness by extending it to Android Wear devices

Look for app features you can extend to Android Wear, such as actionable notifications, to make your app useful to your users at the right time

Why it works:

Android Wear surfaces information and features at useful times, so that users don't have to constantly check their mobile devices Notifications work straight away on Wear – but by adding actions and enhancements you can make your app more useful and increase engagement and retention

Best practices:

- Notifications on smartphones can automatically sync to wearables, so design them with both devices in mind.
- Enable your app to handle voice actions, like "Ok Google, take a note", for a hands-free experience via an Android Wear device
- Create a custom experience as a wearable app, which makes full use of Android Wear features
- Share data and actions between the Android Wear device and your app.

Get started
goo gl/IFKdjF

Products:
Android Wear

Impact

Skills

See also
p23 – Create great user experiences for different devices

07 Increase time spent with your app by adding Google Cast support and designing for Android TV

Make it possible to cast your app's content to the big screen on devices like Android TV or Chromecast with the Google Cast API or make a native version of your app for Android TV.

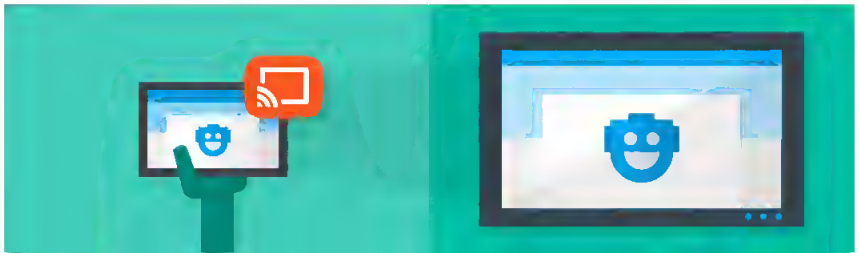
Why it works:

Users still spend the most time with a device per session viewing their TV. To get higher rates of content consumption, make content from your app castable with the Google Cast API or design your app for Android TV

Best practices:

- Optimize your app for big screens with content activities at the center.
- Keep the user interface minimal, with as much content as possible on each screen, and easy searching and browsing
- Use visual imagery, movement, and sound to inform and delight your users
- Minimize the number of navigation steps required to perform actions, in particular the steps between app entry and content immersion.
- Use voice interfaces when you require text input but, whenever possible, avoid asking users to enter text.

Bonus tip: Use the "Google Cast Ready" badge on your website, app store listing, marketing materials, and promotional materials so prospective users know about the additional functionality that comes with your app



Get started
goo.gl/Is4wSt

Products
Google Cast
Android TV

Impact

Skills

See also
p26 – Deliver a big screen experience by following the TV App Quality guidelines

08 Take advantage of Google+ Platform features to enhance and personalize your app

Allow users to sign-in via a trusted third-party account, such as their Google account, to deliver personalization and save the user's data and preferences.

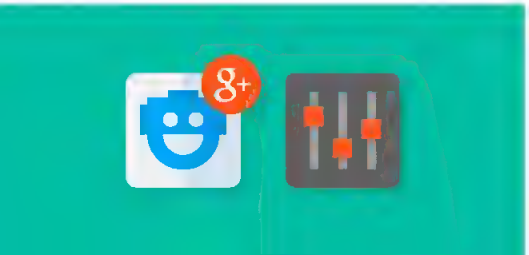
Why it works:

Having to register to use an app can be a barrier to engagement for many users. Signing users in with the Google+ Platform significantly reduces this barrier, as users already know and trust their Google account. It eliminates the need for registration, and saves the user from learning yet another username and password.

Best practices:

- Show users the value of signing-in before you ask them to.
- Welcome your user by name and make use of their display picture to make them feel at home.
- Make only appropriate use of the user's Google+ details, such as connecting them with friends.
- Customize the user's experience with their settings, history, most used features, and more – and use their identity to carry these details between versions of your app on the user's devices.
- Where you have paid services, place these after sign-in to move users down the funnel.
- Simplify interaction with your app by using the features of the Google+ Platform, such as adding a native +1 button so users can recommend content from your app.
- Use Platform Insights to access analytics about the performance of Google sign-in integration and other features.

Bonus tip: Add Google sign-in to your website and you can offer users who sign-in one click, over-the-air installs to their device.



Get started
goo.gl/9dNo09

Products:
Google Sign In
Google+ Platform
Platform Insights

Impact

Skills

See also:
p39 – Offer automatic, over-the-air installs to users who use Google Sign In on your website

09 Consider how unbundling or bundling your app's features could affect engagement

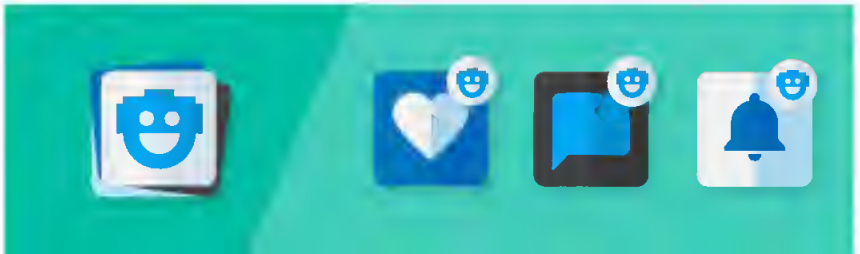
Consider unbundling your app into multiple standalone apps, if your app has different functionality for different use cases or user groups. But be aware of the potential impact on marketing, discovery, and development complexity.

Considerations:

Users tend to look for and install apps that accomplish specific tasks. Those apps can achieve higher engagement, retention, and ratings than apps that are overly complex and large to download. However, unbundled apps may be less visible compared to a multi-purpose app that has a more concentrated user base and greater number of reviews. Also remember that separate apps require dedicated marketing and support.

Best practices:

- Use Google Analytics to understand how users interact with your app and whether you offer features consistently accessed by different groups of users.
- Let reviews and user feedback guide bundling or unbundling.
- Try bundled and unbundled versions of your app during alpha and beta testing.
- Unbundle only after considering the increased development complexity and effort to market the apps, support each user group, and grow each community.



Get started
goo.gl/556V7m

Products
Developer Console
Google Analytics

Impact

Skills

See also
p66 – Use data to build better apps

Section 5

Monetize and grow your revenue

In this section

By carefully mixing monetization options and matching them to the expectations and spending power of your local audiences, you can quickly find effective ways to generate revenue.

Check out this section to see the wide range of monetization options available and learn which ones to apply to your app Also discover how Google Cloud Platform can reduce the costs and complexity of developing and hosting your app's cloud services

Contents

01 Maximize your app's revenue by choosing the right monetization model

02 Sell digital products as one-time purchases with Google Play In-App Billing

03 Sell subscriptions with Google Play In-App Billing to create an ongoing revenue stream

04 Sell physical goods or services with Google Wallet (currently US-based merchants only)

05 Get paid to show relevant ads from over a million advertisers with AdMob

06 Target traffic that will lead to conversions with AdWords re-engagement campaigns

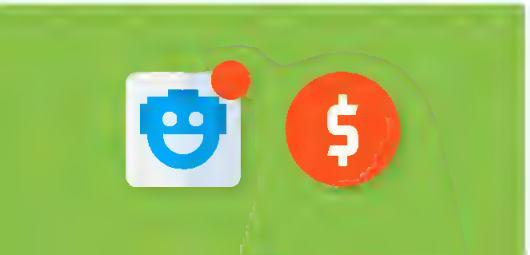
07 Save costs and scale with Google Cloud Platform

01 Maximize your app's revenue by choosing the right monetization model

By learning about the different monetization options available for Google Play apps, you can build a monetization strategy that matches your audience's expectations.

Why it works:

To maximize your revenue, consider multiple monetization models for your app. Each app's audience can have different preferences for paid apps, subscriptions, ads, in-app purchases, and e-commerce. You can use the monetization options available on Google Play to create a strategy that works best for your audience.



Best practices:

- Research other apps in your category and learn how users expect to pay for content.
- "Casual use" apps (like puzzle games or weather apps) often monetize best with advertising or in-app purchases.
- If your free app has ads, consider offering an in-app purchase that removes ads.
- If your app can be extended or expanded, like adding levels in a game, consider making the core app available for free and offering extended features through in-app purchases or subscriptions.
- For apps with significant recurring content costs, consider using subscriptions with a free trial period.
- Premium (paid) apps are more appropriate in selected categories. For example, users are more likely to pay for an ad-free, kid-friendly app than a casual app.
- Use Google Analytics to understand how users interact with your app to help you make monetization decisions.

Bonus tip: To gain a greater understanding of your user's purchasing patterns, including statistics on average revenue per paying user and new vs. returning buyers, go to your app's revenue statistics in the Developer Console.

Get started

Products:

Impact

Skills

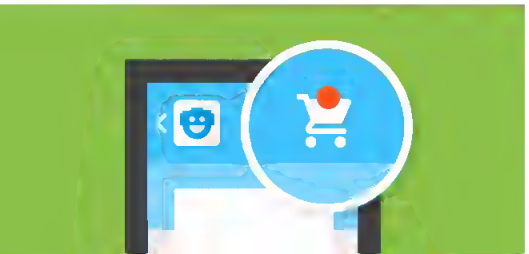
See also

02 Sell digital products as one-time purchases with Google Play In-App Billing

Monetize your app by distributing it for free, then selling in-app products or additional features using Google Play In-App Billing

Why it works:

There's a lower barrier to users downloading and trying free apps compared to paid ones. And users who have experienced your app and liked it, are usually more amenable to paying for additional features and functions. By offering "consumables" in your app, users will continue to purchase items, creating you a long-term revenue stream.



How to do it:

1. Determine what content or features you want to sell as digital goods.
2. Set-up a Google Wallet Merchant Account in the Developer Console.
3. Define your in-app products in the Developer Console, choosing between durables (once purchased, always available to the user) and consumables (items used a limited number of times or for a set period of time)
4. Integrate the In-App Billing API into your app.
5. Add mechanisms to unlock features or deliver content to your app.

Best practices:

- Offer a free download with limited features or full features for a limited time. Then use an in-app purchase to unlock the full, unlimited app
- Offer additional features or content items through in-app purchases, such as new levels, special playing pieces, or other features in games.
- Offer subscriptions where your app offers regularly updated or time-based content.

Bonus tip: Any item offered as an in-app purchase can also be offered as a subscription

Get started

Products

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Skills

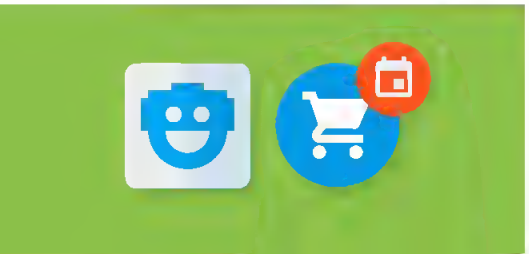
See also

03 Sell subscriptions with Google Play In-App Billing to create an ongoing revenue stream

As an alternative to selling digital goods in your apps, particularly where you have recurring content costs, sell additional content and features using the subscription feature of Google Play In-App Billing.

Why it works:

Subscriptions can provide a lower 'entry cost' compared to a high one-off purchase. Subscriptions also provide you with a recurring revenue stream, which can be very useful when you have a recurring cost associated with acquiring or creating content



How to do it:

1. Determine what content or features you want to sell as subscriptions.
2. Set-up or link a Google Wallet Merchant Account in the Developer Console.
3. Define your subscriptions in the Developer Console.
4. Integrate the In-App Billing API into your app.
5. Add the mechanisms to unlock features or deliver content to your app.

Best practices:

- Demonstrate the value of the subscription before asking the user to pay, for example by offering a free trial
- If possible, ask users to sign-in before you ask them to subscribe, to move them further down the funnel and reduce the barriers to payment
- To avoid the limits that some carriers have on direct billing, consider using monthly subscriptions rather than annual ones.

Bonus tip: You can use the Google Play Developer API to provide subscription purchasers with extended access to content (for example, while they're on your website or another service). You can also integrate with an existing subscriber base in your app

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Products

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Skills

See also

04 Sell physical goods or services with Google Wallet (currently US-based merchants only)

Power your US-based, e-commerce business by selling from a user's device using Google Wallet Instant Buy.

Why it works:

Instant Buy simplifies and streamlines users' purchasing experience, using Google features they trust. Users don't need to separately enter payment details to purchase your physical goods and services, they simply use a payment method loaded in their Google Wallet — credit card, gift card, or Wallet balance. In addition to minimizing the details a user has to enter by retrieving information directly from their wallet, Google Wallet Instant Buy also provides auto-completion of addresses.

How to do it:

1. Set-up or link a Google Wallet Merchant Account in the Developer Console.
2. Add Google sign-In to your app.
3. Add the Buy with Google button to your payment pages
4. Integrate the Google Wallet payment information with your existing fulfillment process.

Bonus tip: Combine Google Wallet Instant Buy with your premium and freemium apps to allow users to order related merchandize, such as branded T-shirts or game character figurines

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Products

Impact

Skills

See also

05 Get paid to show relevant ads from over a million advertisers with AdMob

Generate a reliable revenue stream by signing up for AdMob and using the Google Mobile Ads SDK to place ads in your app from over a million advertisers.

Why it works:

Well-placed, well-targeted adverts in apps, particularly free apps, can achieve good clickthrough rates while preserving the user experience. It's easy to add the code to deliver ads and AdMob takes care of the rest, finding and delivering the right ads to your app.

Best practices:

- Place ads wisely. They shouldn't be too intrusive but still need to be clearly visible to attract clickthroughs.
- Use banner, interstitial, and other ad formats appropriately.
- Make use of targeting features to match ads with your users and your app.
- Remember that ads form part of your app and must match its age rating.
- Exercise control options sensibly. Don't get carried away excluding potentially competing ads at the expense of revenue.
- Consider running house ads to promote other apps in your portfolio. When you launch a new app, this kind of promotion is a free and easy way to attract new users quickly.

Bonus tip: You can increase your ad revenue further with AdMob Mediation. AdMob's mediation solution works with other ad networks to automatically serve the highest-paying ad into your app.

Get started

Products:

Impact

Skills

See also

p42

06 Target traffic that will lead to conversions with AdWords re-engagement campaigns

With targeted AdWords re-engagement campaigns, send users to your app instead of your website when they're ready to convert.

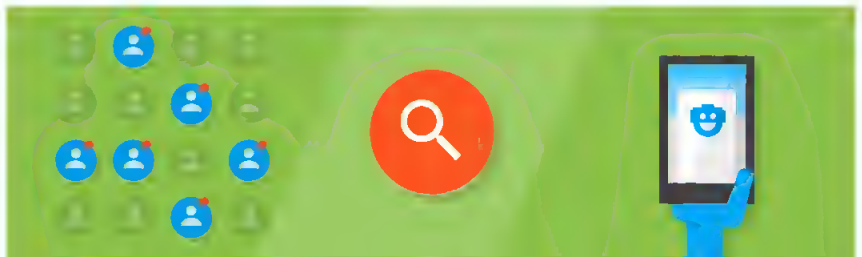
Why it works:

With AdWords re-engagement campaigns, you can target a user who has your app installed while they're on Google Search and in other apps with AdMob. Search campaigns let you target users at the exact moment they're searching for something that your app provides, AdMob lets you reach a wide audience while they're using related apps. Your ad can deep-link the user to relevant content in your app instead of your site and so provide them the best possible mobile experience. By having them re-engage with your app, you're giving them another chance to turn into an active user, which is useful if you see higher lifetime values for your app users compared to your website users.

How to do it:

1. Add deep-linking to your app.
2. Add the AdWords Conversion Tracking SDK to your app or setup your own tracking solution.
3. If you're running an AdMob campaign and you don't want to show the ad to all users of your app – create a remarketing list.
4. Create a mobile app engagement campaign in AdWords.
5. Add your app deep-links to your campaign.
6. Start your campaign.
7. Monitor your conversions and refine your campaign over time.

Bonus tip: Check the Policy for advertising based on interest and location to find out which sensitive categories of sites or apps can't use remarketing, and what you need to add to your sites or apps privacy policy.



Get started

Products

Impact

Skills

See also

07 Save costs and scale with Google Cloud Platform

Build and host the backend for your mobile app on Google Cloud Platform.

Why it works:

Google Cloud Platform lets you build, test, and deploy applications on Google's highly-scalable and reliable infrastructure. Cloud Platform offers computing, storage, and application services for your web, mobile, and backend solutions. With Google Cloud Platform you tap into a worldwide network of managed services dedicated to offering high levels of uptime and optimized local network performance. You only pay for the services you use, and as your user base grows, Google Cloud Platform manages that growth for you. By reducing your hosting and management costs, you can concentrate on what you do best delivering great app experiences.

Key features:

Run on Google's infrastructure – Build on the same infrastructure that allows Google to return billions of search results in milliseconds, serve 6 billion hours of YouTube video per month, and provide storage for 425 million Gmail users.

Focus on your product – Rapidly develop, deploy and iterate your app without worrying about system administration. Google manages your app, database, and storage servers so you don't have to.

Mix and match services – Virtual machines. Managed platform. Blob storage. Block storage. NoSQL datastore. MySQL database. Big Data analytics. Google Cloud Platform has all the services your app architecture needs.

Scale to millions of users – Apps hosted on Cloud Platform can automatically scale up to handle the most demanding Internet-scale workloads and scale down when traffic subsides. You pay only for what you use.

Performance you can count on – Every millisecond of latency matters. Google's compute infrastructure gives you consistent CPU, memory and disk performance. Our network and edge cache serve responses rapidly to your users across the world.

Get the support you need – With our worldwide community of users, partner ecosystem and premium support packages, Google provides a full range of resources to help you get started and grow.

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Section 6

Measure what matters with Google Analytics

In this section:

To improve your app and the revenue it earns, it's important to understand how users discover your app, how effective your marketing campaigns are in driving discovery, and how users interact with your app once they have it. Sophisticated developers have learned that simple in-app measurement with Google Analytics is the key to building effective, engaging, and well-monetized apps. Implementing Google Analytics from day-one will help you frame business objectives and start out on the right foot.

Check out the tools Google Analytics provides to help you understand your app and your users.

Contents:

01 Add one line of code to unlock Google Analytics

02 Use data to build better apps

03 Understand the value of your users

04 Get the most of your marketing spend

05 Improve conversion rates using analytics

06 Create Audience Lists to re-engage your users

01 Add one line of code to unlock Google Analytics

By adding one additional line of code to the Google Play Services SDK, which you'll probably be using already, you can start to gain insights about your apps and users the moment you launch

Why it works:

The standard Developer Console reporting — download counts, reviews, and revenue statistics — provide a limited view of user acquisition and app usage. By implementing Google Analytics you can start to get a clearer picture of user interaction with your app. Google Analytics easy-to-use reporting puts hundreds of Metrics and Dimensions at your fingertips, automatically. Once implemented you'll unlock over three hundred metrics like users, sessions, session duration, events, and crashes. You can view that data on different dimensions like operating systems, device models, and geography

How to do it:

1. Sign up for a Google Analytics account.
2. Implement and initialize tracking for your app with our detailed how to guide.
3. Consider customizing your implementation using our Implementation Guide.
4. Republish your app to start collecting analytics data.
5. Go to Google Analytics to analyze the data collected.

Bonus tip: If you're an AdMob user, link to your Google Analytics account in order to monetize, promote, and analyze all of your data within AdMob.

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Google Analytics

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Skills

02 Use data to build better apps

Extend the use of Google Analytics in your app to measure user activity such as screen views, events, in-app purchases, conversions, and more. You can even understand cross-device behavior by sending your own unique CRM ID along with Google Analytics data

Why it works:

Even with detailed user reviews and good community interaction, it can be hard to understand clearly how users interact with your app — like knowing which features are popular and which are rarely used. By extending the use of Google Analytics beyond its basic features, you can get a precise picture of how users interact with your app. Using this information you can optimize your app to deliver the best user experience — for example, by improving or removing rarely used features or enhancing the features and functions that are used the most

How to do it:

1. Review the Google Analytics' Implementation guide
2. Gather insights on your users with the demographic data
3. Use screens tracking to understand how users interact with your app content
4. Measure significant user actions with event reporting
5. Get In-App purchase detailed data with transaction reporting.
6. Understand user behavior across different devices using User ID
7. Find bugs and exceptions quickly with crash data
8. Capture time-based events with User timings

Best practices:

- Develop a measurement plan before you release your first version of the app, so that you're prepared to analyze your app and adjust it immediately.
- Only track things that may be useful long term — tracking the "jump" button in a game, for example, may create data that doesn't help you make decisions.
- By combining engagement data (like events) with monetization data (like transactions) you can get the most holistic view of how users engage with your app.

Get started
goo.gl/SHPU

Products
Google Analytics

Impact

Skills

See also
p13 Focus on quality and remember the Google Play Store essentials

03 Understand the value of your users

Use Google Analytics to gain insight into the factors that keep users coming back to your app.

Why it works:

The most successful apps are those that keep their users coming back day-after-day, month-after-month, and year-after-year. Google Analytics offers a number of sophisticated reports that will help you understand your users, their behavior, and their retention so that you can optimize your app experience to focus on what's working.

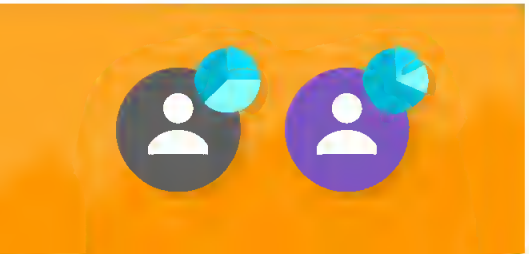
Key reports:

Active Users Reports display the trailing 1, 7, 14, and 30 day active users and use it to understand how often your users are coming back.

Demographics & Interest Reports highlight information about your users. See the Gender & Age breakdown to discover the demographic characteristics most common among your users, or take a look at the Interest reports to see what interest categories entice your users.

Segmentation allows you to isolate and analyze subsets of your data based on specific attributes and is the best way to slice and dice your data to understand key trends in your users' behavior. For example, you might segment your data by marketing channel so that you can see which one is responsible for an increase in purchases. Combine all this data to determine which aspects of your app are pulling users back.

Bonus tip: Segmentation is one of the most powerful tools that Google analytics offers. Hundreds of thousands of combinations are possible with the hundreds of metrics and dimensions at your disposal. Start by segmenting simple things (Device Model or Operating System Version) to see if you can identify any important trends.



Get started
goo.gl/DkE

Products:
Google Analytics

Impact

Skills

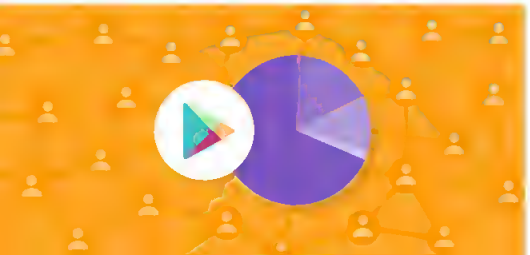
See also
p43 Engage and retain users

04 Get the most of your marketing spend

Combine the power of Google Analytics with other data sources to understand the performance of each of your marketing channels.

Why it works:

Google Analytics Acquisition Reports help you understand how many users find your app on Google Play and then go on to install and open the app, using this you can understand which marketing channels are the most effective at driving downloads. The Google Play Sources and Referral Flow reports can help you understand how users discover your app. You can use this information to optimize your marketing strategy to maximize purchases or installations.



How to do it:

1. Link your Google Play account in the Google Analytics Admin settings, to start seeing data from Google Play
2. Visualize the user journey in your app with the Referral Flow report to spot bottlenecks and recurrent paths

Best practices:

- Use the New Users report to get an overview of first launches by Operating System, App Version, and Country/Territory.
- Use the App Marketplace report to discover which marketplaces — Google Play and third-party platforms — users visit to download your app
- Use the Google Play reports to discover how users find your app. See what drives traffic to your page in the marketplace and how it contributes to installations.
- Link your AdWords and Google Analytics accounts and enable auto-tagging, then use the AdWords reports to understand how this advertising is driving purchases and installations
- Use the URL builder to track all traffic sources for your Play Store campaigns.

Bonus tip: You can also use Google Analytics to understand how users who are re-engaged by specific campaigns are using your app. This can be done by instrumenting your app to collect campaign source details and appending them to any analytics data recorded.

Get started
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Products
Google Analytics
AdWords
Developer Console

Impact

Skills

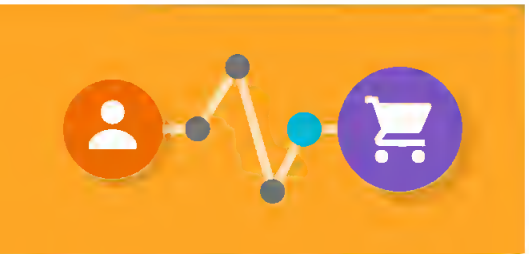
See also
p3 Improve your app discoverability and find more users

05 Improve conversion rates using analytics

Use the Behavior Flow, Ecommerce reporting, and other goal conversion metrics to determine how to drive higher rates of conversion within your app.

Why it works:

Whether your goal is driving users to in-app purchases or signing up for a newsletter, getting users to complete key actions — or conversions — will be your main success metric. Being able to identify if users are encountering roadblocks before converting, or if certain app areas have high exit rates, will enable you to identify opportunities to improve your app experience and increase conversion rates.



How to do it:

1. Implement Enhanced Ecommerce to capture in-app purchases.
2. Use Goals to identify other important conversion types.
3. Test different approaches using Content Experiments.

Best practices:

- Use Ecommerce reports to understand which products are best-sellers and which ones aren't being purchased. Pair this with segmentation to see if certain in-app items help users better engage with your game or app.
- Use the Behavior Flow reports to understand where users go after your home screen. See if there are screens where users disengage.
- Use Content Experiments in Google Tag Manager to test alternative approaches to your conversion calls-to-action, without having to redeploy your app.

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Products
Google Analytics

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Skills

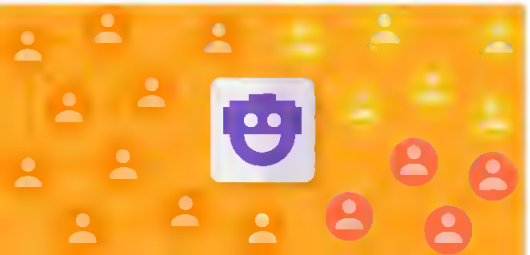
See also
p54 Monetize and grow your revenue

06 Create Audience Lists to re-engage your users

Use Google Analytics to identify specific groups within your user population and create remarketing campaigns to re-engage them.

Why it works:

Using Google Analytics, specify the criteria you care about to segment your data in tens-of-thousands of different ways. Using these segments create Audience Lists of app users to target with remarketing. When you find something particularly interesting, you can even create lists directly from your reports



How to do it:

1. Collect Ad-ID to enable the creation of Audience Lists.
2. Identify interesting groups of users with Segments.
3. Use these segments to build Audience Lists.
4. Use your Audience Lists in AdWords to target remarketing campaigns or for house ads in AdMob
5. Review and refine: use what you learn to improve segmentation, Audience Lists, and re-engagement.

Best practices:

- Look for users who are unlikely to purchase and continue to serve them traditional ads Consider using Audience Lists to serve in-app purchase ads and experiences to users likely to purchase
- For users who haven't visited your app in a while, create an audience, and reach out to them using remarketing campaigns in AdWords

Bonus tip: Google Analytics is available inside AdMob, with this integration you can slice and dice your data in the same place that you create campaigns

Get started

Products:
Google Analytics
AdWords
AdMob

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Skills

See also
p48 Re engage users who have your app installed with targeted AdWords campaigns

Section 7

Go global by being local

In this section:

When localizing your app or game, you need to think beyond translation Users around the world are more likely to download and engage with apps and games that are relevant to them The closer you can align your app, your store listing, your prices, and marketing to local expectations and the local culture the more successful you will be

Check out this section to discover how to ensure a successful, locally relevant app around the world

Contents:

01 Understand your users in the countries you're trying to target

02 Tips for games that appeal to US and European users

03 Tips for games that appeal to Asian users in countries like Japan and Korea

04 Design your app with translation in mind to simplify localization

05 Translate your app with the Google Play App Translation Service

06 Test your app in each language to ensure a successful launch

07 Market your app and support users locally for a positive reception

01 Understand your users in the countries you're trying to target

When launching outside your home market, research thoroughly to understand the local audience and take their preferences and expectations into account.

Why it works:

Not all apps and games have the same appeal globally, local markets can show strong preferences to particular features and designs By picking the right markets in which to localize and taking local considerations into account, you'll maximize your chances of success and reach many more users

How to do it:

- Research, research, and research the countries you plan to target — Google and many free (and paid) third-party tools can help
- Reach out to your community and sound out anyone living in your target market
- Check the Optimization Tips for your app in the Developer Console, to see if there are countries where your app is already gaining popularity
- Understand the consumer price index and local purchasing power for each market to inform your prices
- If possible, ensure your app works when there is no data connection, which is particularly important in countries with limited data coverage or speed
- Smaller install sizes are better no matter where in the world you are, but it's especially important in markets where data can be relatively expensive
- Think about the different user behaviors in each market — where and how users are accomplishing their goals and tasks with their devices — and how your app fits in For example, Korean users commonly use their devices while commuting on public transport (where they have a strong data connection) but the US lacks a similar commuter culture
- Research the likely effectiveness of different user acquisition channels in different markets — users in different markets vary in how responsive they are to different approaches
- For games, check characters and levels for anything that might be culturally insensitive in your target market
- For sports related games, understand the local biases cricket in India, ice hockey in Finland, and baseball in the US
- Korea and Japan show a particular interest in casual games, especially those with cute characters There is also good uptake of in-app purchasing
- For the USA simple-to-learn games that are easy to play can attract a large user base
- In Germany and Russia there is a strong bias among game players for the strategy, simulation, and war game genres

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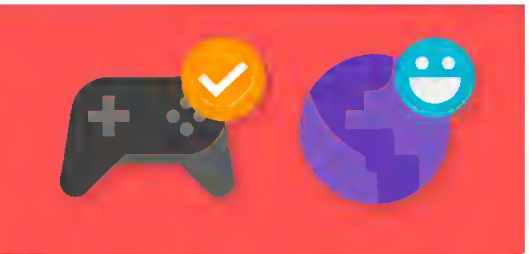
02 Tips for games that appeal to US and European users

These are some simple generalizations about mobile games and local gamers' expectations in countries such as the US, the UK, Germany, and Russia. These aren't rules that need to be followed — this list highlights areas you should be thinking about when designing and launching a game in these countries. Always gather your own insights by researching popular games and gaming culture in any target country.



Icons – Keep your icon simple and focus on one or two features. Focusing on characters in your icon is a good way to connect with the user. Having a square background isn't necessary. Using a border can help your icon stand out from the background but isn't required either. For casual games, consider using a more colorful or cute style that appeals to all ages and demographics. Finally, avoid words in your icon unless they're connected to your game's branding or gameplay.

Video – Add high a quality video trailer that shows gameplay to your store listing

Screenshots – Effective screenshots tend to represent actual gameplay with key features called out on top

User interface – Consider the different contexts and situations that users play games in. Traditionally, Western users played games on TVs and PCs with large screens and input controllers. This has influenced many games to be played in landscape. Whichever way you orient your game, since phone and tablet screens are small and users are unlikely to have an input controller, having a simple interface is important. Focus on fewer menu items and action buttons so players can easily navigate your game

Gameplay – Successful games usually balance an accessible onboarding process for new players and intuitive gameplay, with a deep metagame to keep more engaged players coming back. Your onboarding process should have a gradual learning curve that introduces new features and game modes to the player

Pricing – When you price your games, keep in mind what method players will use for payment. If players use direct carrier billing, they often have a monthly allowance. Research payment methods in each market, so you can allow players to spend appropriately. Additionally, prices in the US and Europe often end in .99

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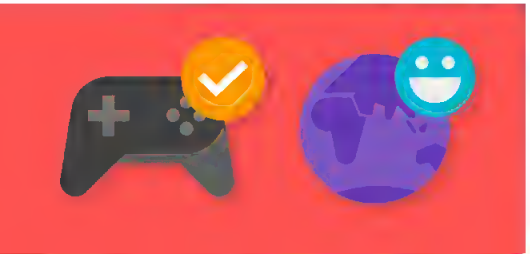
See also
p73 Understand your users in the countries you're trying to target

03 Tips for games that appeal to Asian users in countries like Japan and Korea

These are some simple generalizations about mobile games and local gamers' expectations in countries such as Japan and Korea. These aren't rules that need to be followed — this list highlights areas you should think about when designing and launching a game in these countries. Always gather your own insights by researching popular games and gaming culture in any target country.



Name – Make sure your name fits the local market. Names of imported games in Asia are often transliterated with the original English name in parentheses. When the transliterated title is too long, it's best to shorten it or use a different name.

Artwork – Asian artwork in games tends to be anime or manga. Notable characteristics include lots of color and characters with exaggerated eyes.

Icons – Asian art styles tend to focus on cute and colorful characters reminiscent of popular culture (like in anime and manga). Icons vary widely so take a look at different examples in each market you want to target.

Video – Add a high quality video trailer that shows gameplay to your store listing.

Screenshots – Screenshots tend to be packed with game world content and use lots of color. They can be concept art highlighting characters and beautiful environments.

User interface – There is a strong culture of using mobile devices while commuting in Japan and Korea. Thus, users tend to like games in portrait orientation in which they can navigate menus and take actions with one finger. Despite the simple navigation, interfaces tend to be packed with information.

Gameplay – Casual games can have a fairly steep learning curve. In-game currency doesn't always need to guarantee premium items, just the ability to access them.

Fonts and strings – Asian languages are denser and take up less space. Make sure the characters and font style you use fit within the user interface and menu buttons.

Line breaks – Pay special attention to accurate placing of line breaks in Japanese and Korean.

Pricing – Prices in Japan and Korea tend to end in 0.

Special offers – In Japan, carrier billing caps refresh on the first day of the month so it's a good day to target for updates and promotions.

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Skills

See also
p73 Understand your users in the countries you're trying to target

04 Design your app with translation in mind to simplify localization

Make sure that your app is designed to accommodate the variations in things like language, sentence structure, characters, and number presentation you'll encounter when localizing.

Why it works:

From the outset, design your app with the nuances of localization in mind. This will save you time and money when you come to expanding your addressed markets. It will also ensure a positive, mistake-free experience for your users.

Best practices:

- Design a single set of flexible layouts. For example, build in 30% extra space in UI elements to accommodate other languages.
- Use alternative layouts for localizations with caution, as they tend to increase maintenance effort — even though Android makes it easy to declare sets of layouts and other resources for specific languages, locales, screen sizes, and more.
- Support Right to Left layouts and text using full native support for features such as layout mirroring in Android 4.2 and later.
- Use system-provided formats for dates, times, numbers, and currencies so your app automatically matches the user's selection.
- Include a full set of default resources, those resources not marked with any language or locale qualifiers, so your app won't crash.
- Whatever the default language used in your app, make sure that you store the associated layouts, drawables, and strings in default resource directories, without language or locale qualifiers.

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See also
p77 Translate your app with the Google Play App Translation Service

05 Translate your app with the Google Play App Translation Service

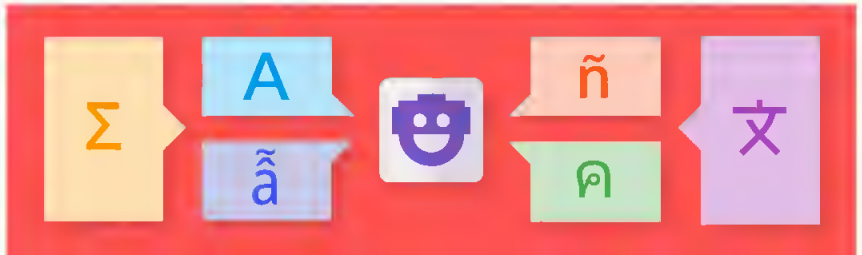
For apps with limited use of text, use the Google Play App Translation Service to obtain a skilled, professional translation of your app at a reasonable cost. For complex apps with lots of text, consider using a specialized translation service and making use of your fans for quality assessment.

Why it works:

We've selected a number of translation services that all have a track record in app translation and made them available through the Developer Console. This takes the guesswork out of selecting a translator, but also simplifies preparation of your content as you can deliver your text for translation using the standard strings xml file

How to do it:

1. Ensure all your strings are defined in strings.xml, remove any redundant strings, and add additional information to help with translation.
2. In the Developer Console, select the app you want to translate
3. Find the app translation service at the bottom of the APK section
4. Select your translator and target languages.
5. Pay for the service
6. Manage the translation directly with your chosen translator



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Developer Console

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See also
p78 Test your app in each language to ensure a successful launch

06 Test your app in each language to ensure a successful launch

Test all localizations thoroughly, with the same rigor you tested your initial native language version.

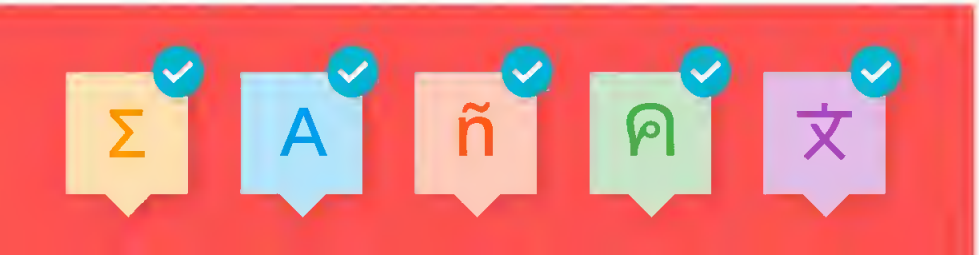
Why it works:

Even the best translator can miss language nuances that will quickly be identified by users once your app has been released. By testing your localizations, you'll avoid language or content slip-ups that could be detrimental to your app's reception

Best practices:

- Where possible, always use native-language speakers to test your localization.
- Look out for clipped text, overlapping text, and poor line wrapping.
- Check for incorrect word breaks or punctuation.
- Validate alphabetical sorting to ensure the order is as expected.
- Make sure all layouts and text directions are correct.
- Watch for untranslated text, check for the resources directory being marked with an incorrect language qualifier.
- Test for default resources

Bonus tip: Don't be afraid to ask your community and users to give feedback on translations. Better yet, incentivize them to do a better translation and credit users with the best translations. Often, users are willing to contribute, and fan translations are high quality.



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Products:
Developer Console

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Skills

See also
p79 - Market your app and support users locally for a positive reception

07 Market your app and support users locally for a positive reception

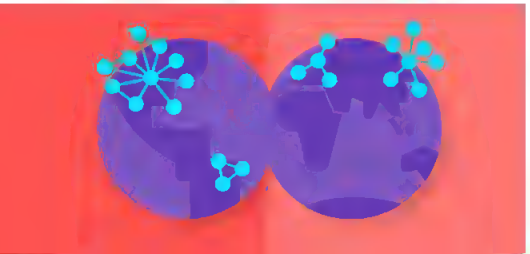
Don't stop at localizing your app. Reach out to your international users with marketing and support that is relevant to them in their language.

Why it works:

Localizing your app won't always guarantee a significant audience in any particular country. By implementing a localized marketing campaign and then offering appropriate support, you're far more likely to succeed.

Best practices:

- Localize your Google Play Store listing by adding its text to the content you send for translation through the App Translation Service in the Developer Console
- Use the Google Play Badge Generator to create localized badges for use in web pages and blogs
- Make sure all text in screenshots is localized, and if the screens include local content, make sure it's relevant to the target country or language
- Involve your international users in alpha and beta tests
- Understand your app's performance internationally and check its stats
- For games, understand player behaviors and progression so that you can keep your top players engaged while easily onboarding new players
- Read and respond to reviews from international users, in their own language where possible
- Provide language specific support links and user groups.
- Reply to all customer service emails in a timely manner



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Products
Developer Console
Google Play Badge Generator
Device Art Generator

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Skills

See also
p30 Improve your app's discoverability and find more users

Additional resources:

developers.android.com/distribute

google.com/+androiddevelopers

youtube.com/androiddevelopers

g.co/play/developersupport

android-developers.blogspot.com

twitter.com/androiddev

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